SB SURF

Spring 2011

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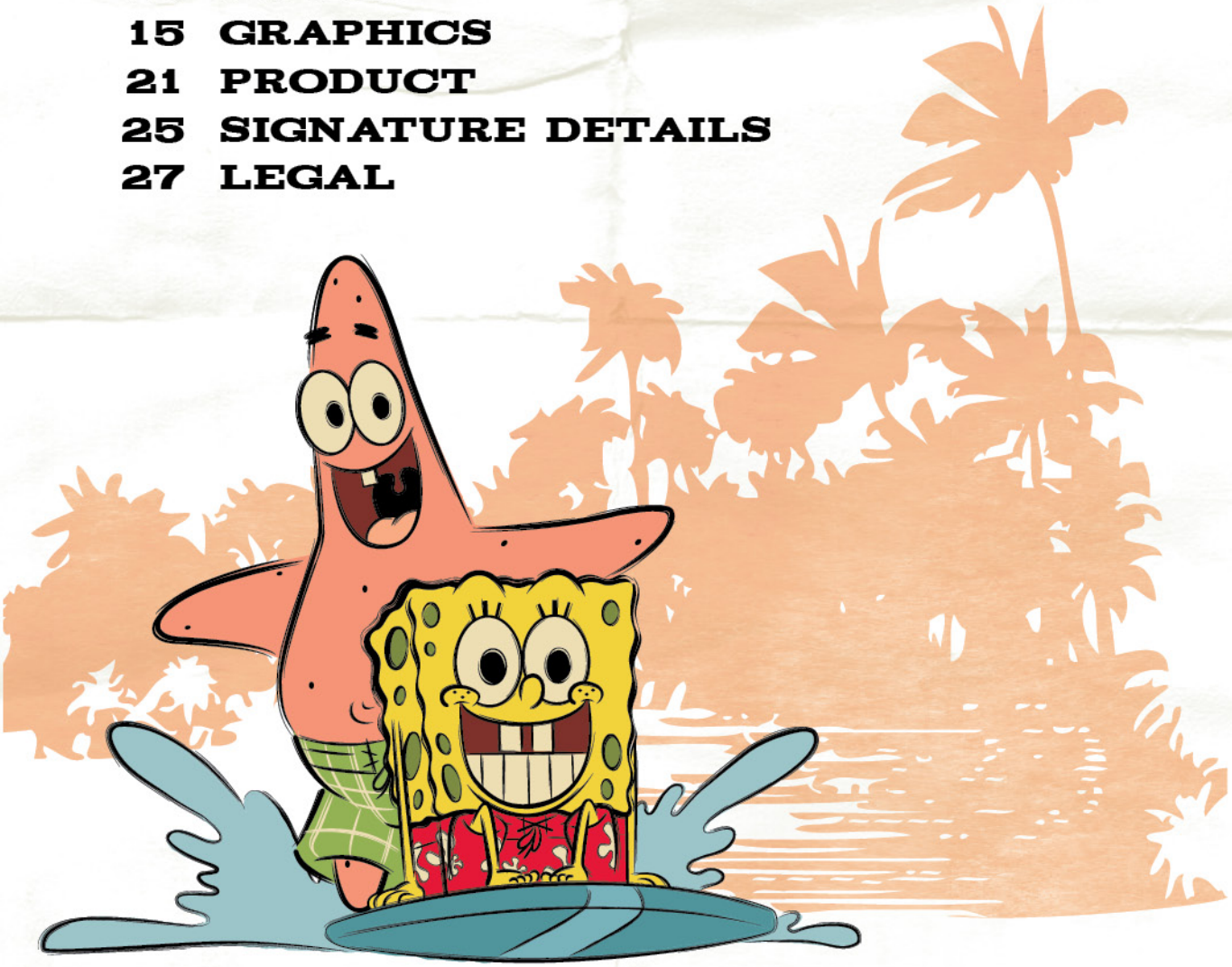

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SpongeBob SquarePants created by Stephen Hillenburg.

STORY

SB SURF

How do you take a pop-culture icon and marry him with authentic surf wear design? You look to the masters to influence your style. So we've turned to monumental trends that helped influence the art and culture of the surf world since the 1960s.

For Saturated, we draw influence and inspiration from iconic 60s surf comics, with their expressive line quality and saturated colors.

Then we turn to Vintage surf line art styles of the 60s, drawing on the moods, colors, and graphic looks of classic surf movie posters.

Both our Saturated and Vintage designs play homage to the classic surfer styles of the 60s, adding authenticity to our modern take on must-have surf wear.

SATURATED STYLE

VINTAGE STYLE

*All character artwork will be offered in 2 styles: Saturated and Vintage.
DO NOT COMBINE THE TWO. Please be sure to use only one style in each of your designs.

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CHARACTER ART

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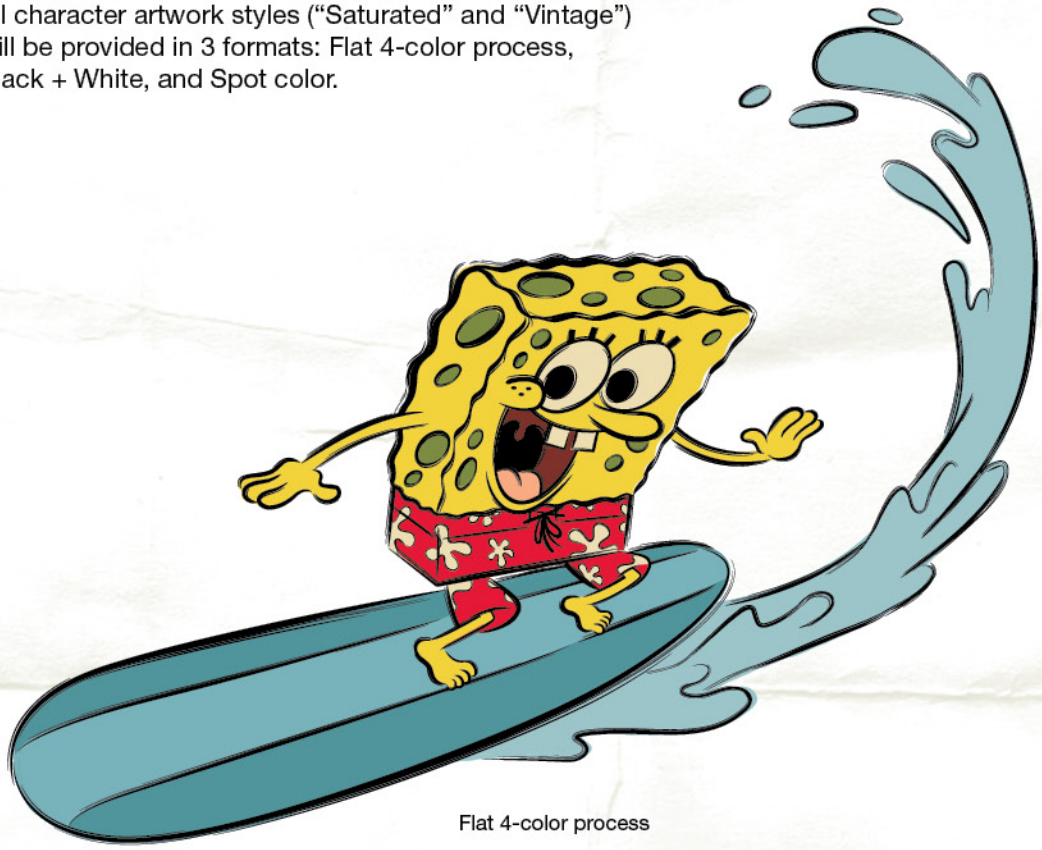
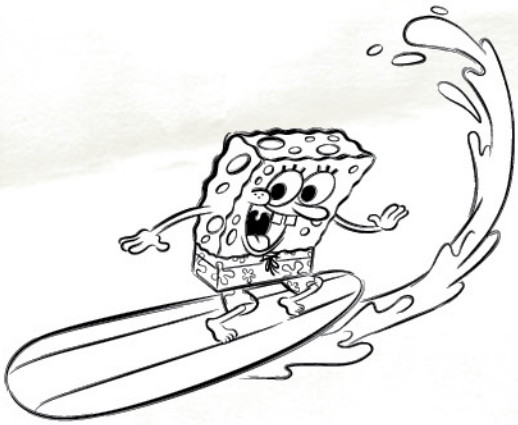
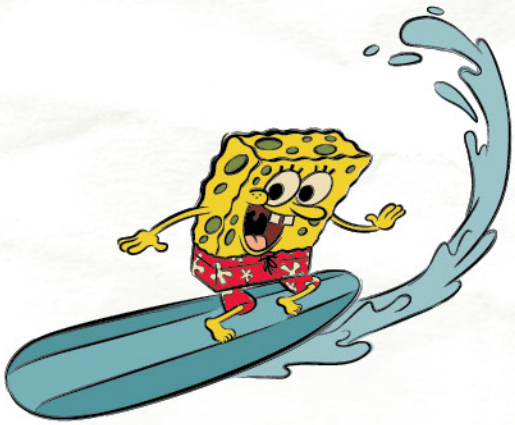
All character artwork styles (“Saturated” and “Vintage”) will be provided in 3 formats: Flat 4-color process, Black + White, and Spot color.



Flat 4-color process



Black + White



Spot

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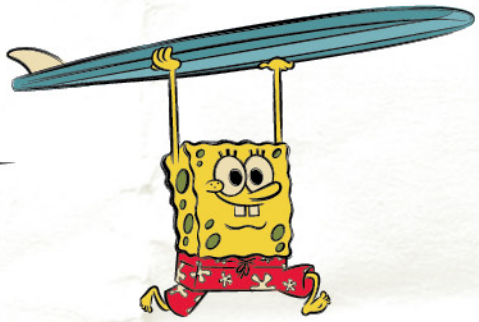
CHARACTER ART "SATURATED"

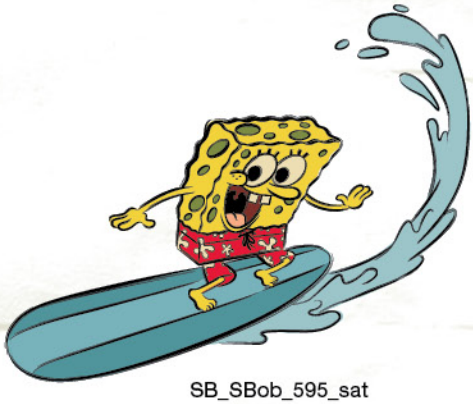
SB SURF

SB_SBob_598_sat
(Flipped version available)



SB_SBob_597_sat

SB_SBob_600_sat



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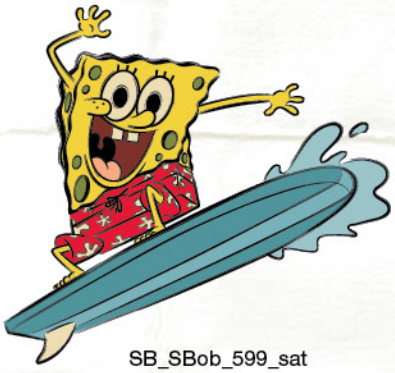
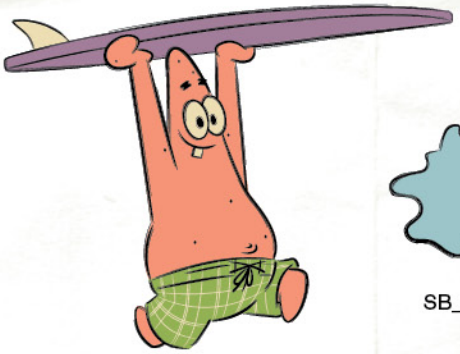


SB_SBob_599_sat

SB_SBob_596_sat
(Flipped version available)

SB_Pat_147_sat



SB_Pat_148_sat

SB_Icon_389_sat

SB_Grp_184_sat

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CHARACTER ART "VINTAGE"

SB SURF

SB_SBob_598_vntg

SB_SBob_597_vntg

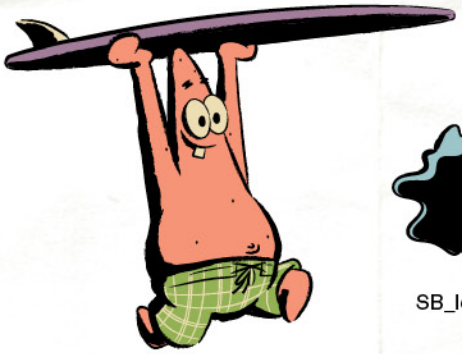
SB_SBob_600_vntg

SB_SBob_595_vntg

SB_SBob_599_vntg

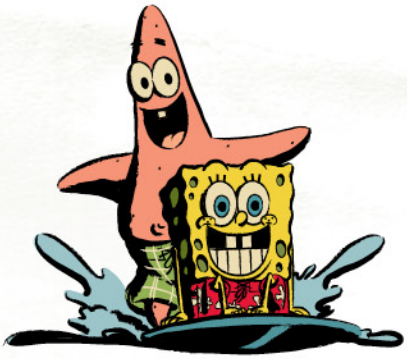
SB_SBob_596_vntg
(Flipped version available)

SB_Pat_147_vntg



SB_Pat_148_vntg

SB_Icon_389_vntg



SB_Grp_184_vntg

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PHRASES

Mussel Beach Surf Shop

Bikini Bottom U.S.A.

Bikini Bottom - Dive In!

Goo Lagoon Surf Club

Jellyfish Fields - Shockingly Beautiful

Jellyfish Fields – Got net?

Bikini Bottom Longboard Champ

Goo Lagoon Longboard Legend

Bikini Bottom Est. 1999

Goo Lagoon – Makin' Waves Since '99

Mussel Beach Lifeguard

Goo Lagoon Beach Patrol

SB '99

Ride a Wave

Surf THIS!

Bikini Bottom Sea Critter

Fry Cook Games '99

Mrs. Puff's Boating School – Class of '06

The Salty Spittoon
"The roughest, toughest, sailor club under the seven seas"

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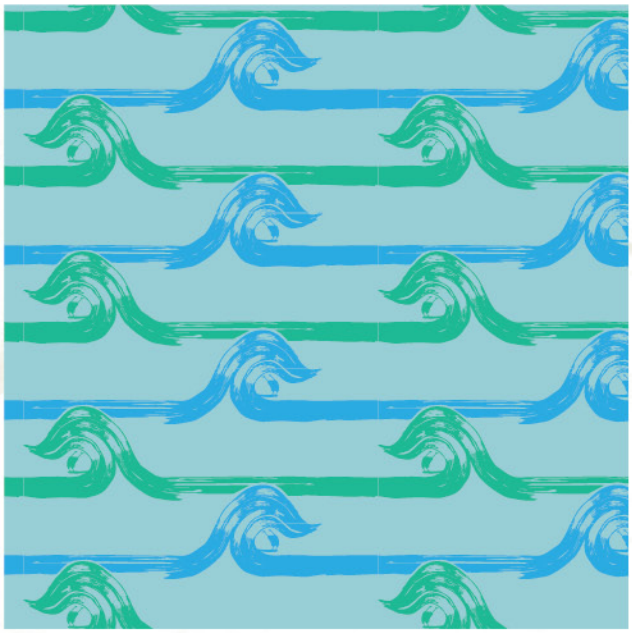
PRINTS
BOY

SB SURF

SB_SRF_Prt_001

SB_SRF_Prt_002



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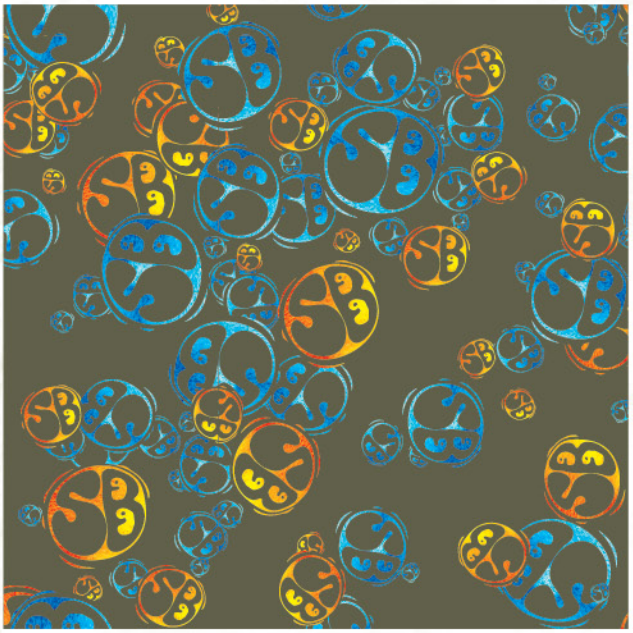

SB_SRF_Prt_004

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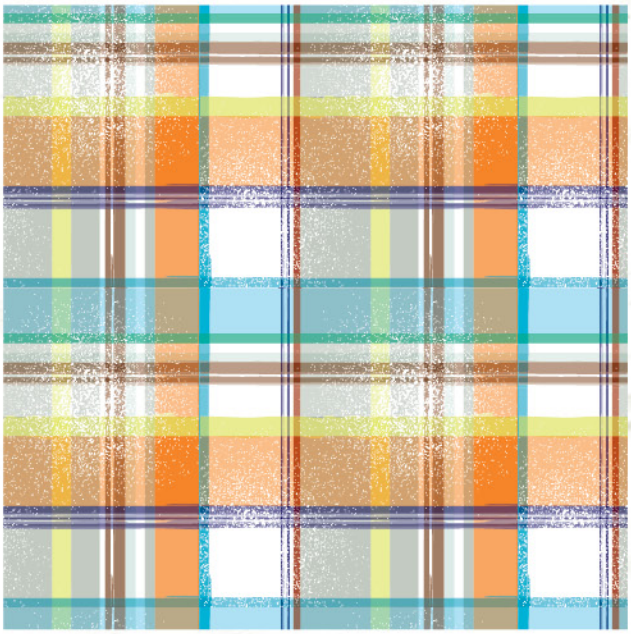
PRINTS
BOY

SB SURF



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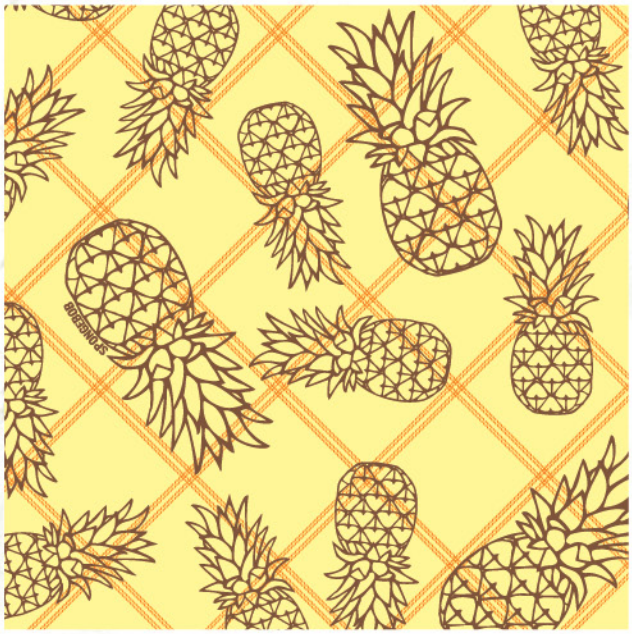

SB_SRF_Prt_006

SB_SRF_Prt_007

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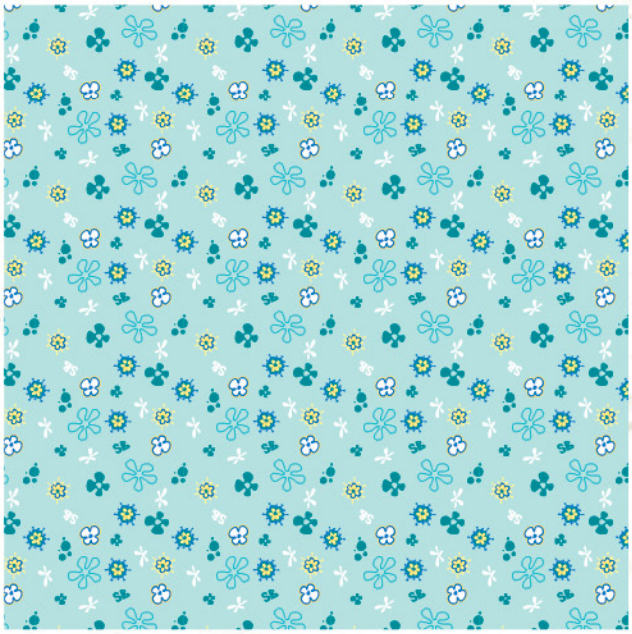
PRINTS
GIRL

SB SURF



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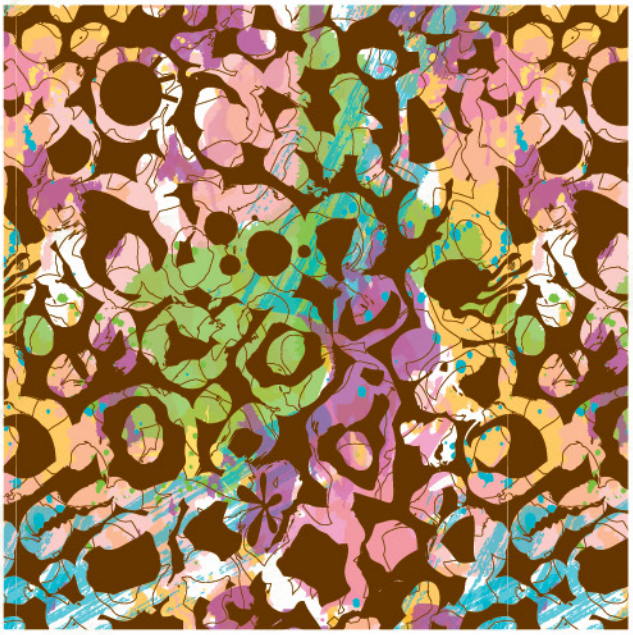

SB_SRF_Prt_009

SB_SRF_Prt_010

SB_SRF_Prt_011

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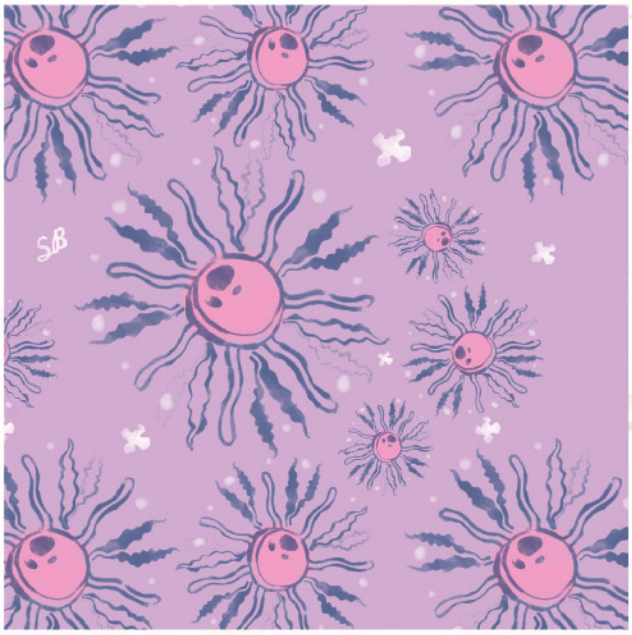
PRINTS
GIRL

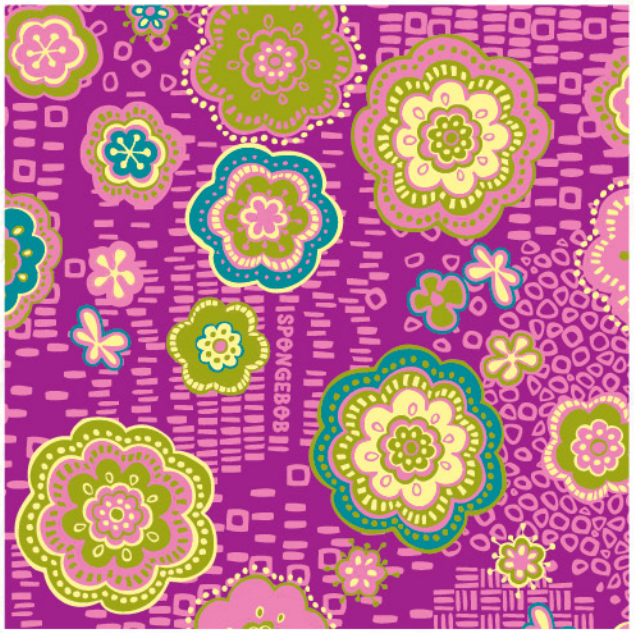
SB SURF



SB_SRF_Prt_012

SB_SRF_Prt_013

SB_SRF_Prt_014



SB_SRF_Prt_015

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ICONS

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SB_SRF_Icon_001

SB_SRF_Icon_002

SB_SRF_Icon_003

SB_SRF_Icon_004

SB_SRF_Icon_005

SB_SRF_Icon_006

SB_SRF_Icon_007

SB_SRF_Icon_008

SB_SRF_Icon_009

SB_SRF_Icon_010

SB_SRF_Icon_011

SB_SRF_Icon_012

SB_SRF_Icon_013

SB_SRF_Icon_014

SB_SRF_Icon_015

SB_SRF_Icon_016

SB_SRF_Icon_017

SB_SRF_Icon_018

SB_SRF_Icon_019

SB_SRF_Icon_020

SB_SRF_Icon_021

SB_SRF_Icon_022

SB_SRF_Icon_023

SB_SRF_Icon_024

SB_SRF_Icon_025

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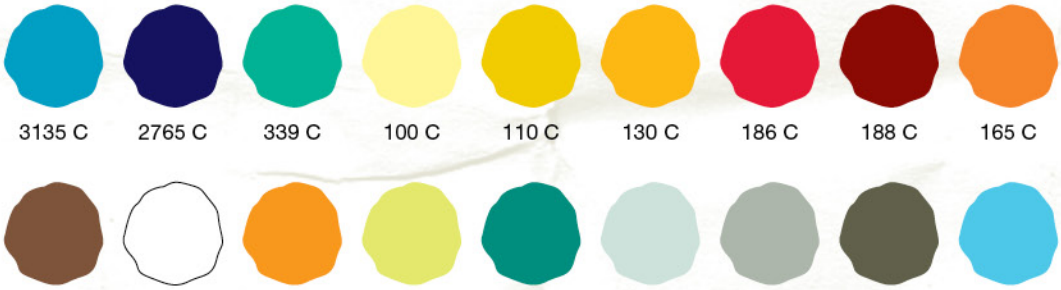
COLOR PALETTE

BOY COLOR PALETTE



3135 C	2765 C	339 C	100 C	110 C	130 C	186 C	188 C	165 C
7518 C	WHITE	144 C	380 C	3288 C	559 C	7538 C	418 C	2985 C

GIRL COLOR PALETTE

248 C	301 C	368 C	100 C	144 C	130 C	487 C	1545 C	321 C	384 C
585 C	121 C	3125 C	324 C	2562 C	2607 C	1765 C	218 C	170 C	WHITE

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FONTS

84 Rock: dafont.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Atomico: dafont.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Pistol Grip: dafont.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bubblegun: dafont.com

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Storybook Regular: dafont.com

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
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Johnny Quest Classic: dafont.com

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Simple Life: dafont.com

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Sistemas Font BT: dafont.com

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Marketing Script: dafont.com

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OoPpQqRrSsTtUuVvWwXxYyZz

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GRAPHICS BOY

SB SURF

SB_SRF_Grf_001

SB_SRF_Grf_002

SB_SRF_Grf_003

SB_SRF_Grf_004

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GRAPHICS BOY

SB SURF

SB_SRF_Grf_005

SB_SRF_Grf_006

SB_SRF_Grf_007

SB_SRF_Grf_008

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GRAPHICS BOY

SB SURF

SB_SRF_Grf_009

SB_SRF_Grf_010

SB_SRF_Grf_011

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GRAPHICS GIRL

SB SURF

SB_SRF_Grf_012

SB_SRF_Grf_013

SB_SRF_Grf_014

SB_SRF_Grf_015

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GRAPHICS GIRL

SB SURF

SB_SRF_Grf_016

SB_SRF_Grf_017

SB_SRF_Grf_018

SB_SRF_Grf_019

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GRAPHICS GIRL

SB SURF

SB_SRF_Grf_020

SB_SRF_Grf_021

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PRODUCT
BOY

SB SURF

SB_SRF_Pex_001
Crew Nk Tee

SB_SRF_Pex_005
Polo

SB_SRF_Pex_004
Woven/Knit 2-Fer

SB_SRF_Pex_006
Cargo Pant

SB_SRF_Pex_002
Hoodie

SB_SRF_Pex_003
Cargo Short

SB_SRF_Pex_007
Board Short

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PRODUCT BOY

SB SURF

SB_SRF_Pex_008
Boot Cut Jean

SB_SRF_Pex_009
Raglan 2-Fer

SB_SRF_Pex_012
Pocket Tee

SB_SRF_Pex_010
Muscle Tank

SB_SRF_Pex_013
Carpenter Pant

SB_SRF_Pex_011
Brushed Twill Short

SB_SRF_Pex_014
Sandals

SB_SRF_Pex_015
Cap

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PRODUCT GIRL

SB SURF

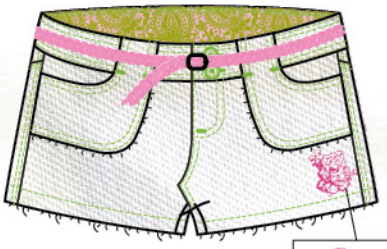
SB_SRF_Pex_016
2-Way Zip Hoodie

SB_SRF_Pex_019
Knit Cami
w/ Eyelet Trim

SB_SRF_Pex_022
Racer Back 2-Fer Tank
w/ Pointelle Under Layer

SB_SRF_Pex_017
Knit Skirt

SB_SRF_Pex_020
Roll Cuff Jean
w/ Patch Pockets



SB_SRF_Pex_023
Camp Short
w/ Braided Belt

SB_SRF_Pex_018
Scoop Nk Tee
w/ Scallop Lace Trim

SB_SRF_Pex_021
Beach Tote

SB_SRF_Pex_024
Sandals

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PRODUCT GIRL

SB SURF

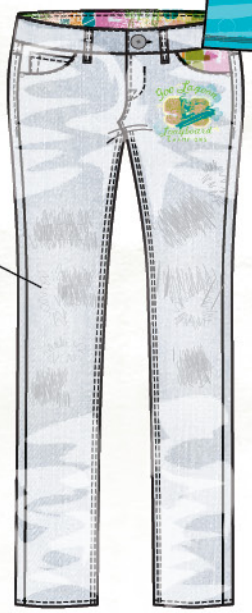
SB_SRF_Pex_025
Bikini

SB_SRF_Pex_028
2-Fer Henley Dress

SB_SRF_Pex_029
Keyhole Tunic

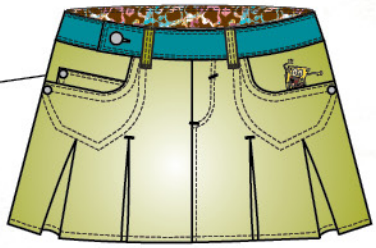
SB_SRF_Pex_030
Halter w/
Lace Scallop Trim

SB_SRF_Pex_026
Board Short



(light wash with lots of fading)

SB_SRF_Pex_031
Denim



SB_SRF_Pex_027
Pleated Tab Front Skirt

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SIGNATURE DETAILS BOY

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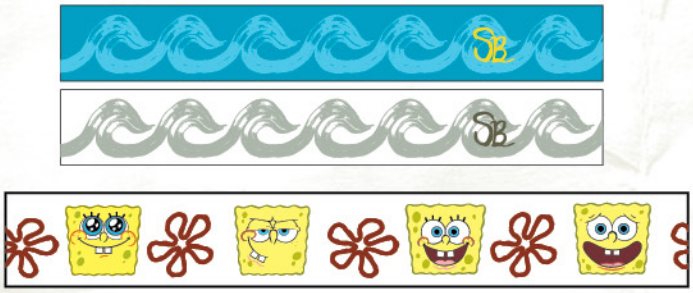

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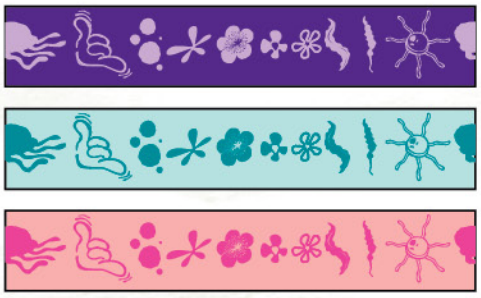
SIGNATURE DETAILS GIRL

SB SURF



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